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AMENDMENTS TO THE CLAIMS:

Claim 1.   (Currently amended) A segment announcement receiver comprising:

a receiver section that receives a plurality of ~~one or more~~ announcements, wherein each of said plurality of ~~one or more~~ announcements corresponds to a content being provided on one or more content streams, and ~~wherein each of~~ said plurality of ~~one or more~~ announcements are created by a plurality of announcers which are other than a broadcaster of said one or more content streams and include:

a description about said corresponding content in said one or more of the content streams;

a time at which said corresponding content is transmitted on said signal, and

a content identifier; [[,]]

~~wherein each of said one or more announcements was created by a party other than a broadcaster of said one or more content streams;~~

a filter record including a plurality of actions corresponding to an announcement type, content stream type, and announcer identification, said plurality of actions including at least one user preference for altering a presentation of said one or more content streams; and

a controller that:

compares an announcement type for an announcement in said plurality of ~~said one or more~~ announcements with said announcement type in said ~~to~~ a filter record, compares an announcer identification for said announcement with said announcer identification in said filter record, and compares a content stream type for said one or more content streams with said content stream type in said filter record; and ~~that~~

if said announcement type for said announcement matches said announcement type in said filter record, said announcer identification for said announcement matches said announcer identification in said filter record, and said content stream type for said one or more content streams matches said content stream type in said filter record, selects a corresponding action from said plurality of actions to alter said ~~alters a~~ presentation ~~of said content stream~~ in accordance with said at least one user preference ~~for altering said presentation when the comparison of said one or more announcements to the filter record indicates a correspondence between said one or more announcements and said at least one user preference for altering said presentation in said filter record,~~

wherein said plurality of ~~one or more~~ announcements are not received via said

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broadcaster [[;]]

wherein said plurality of actions ~~altering the presentation~~ comprises at least one of switching a sound device of a presentation device to an ON state, switching the sound device of said presentation device to an OFF state, switching a display apparatus of said presentation device to an ON state, switching a display apparatus of said presentation device to an OFF state, changing the channel on said presentation device, starting a recording operation, and stopping a recording operation~~, and~~

~~wherein at least one of said announcements further comprises one of authentication and encryption data for verifying the source of said at least one announcement.~~

Claim 2.   (Original) A segment announcement receiver, as in claim 1, where the description includes any one or more of the following: a rating, a category, a comment, a content description, a segment type, a program part, a program source, a review, a statistic, and a character name.

Claim 3.   (Currently amended) A segment announcement receiver, as in claim 1, wherein ~~where~~ the segment announcement receiver further comprises ~~comprise~~ any one or more of the following: a television, a radio, a closed circuit television, a video recorder, and a computer.

Claim 4.   (Currently amended) A segment announcement receiver [[,]] as in claim 1, wherein ~~where~~ said presentation is by any one or more of the following: a television, a radio, a closed circuit television, a video recorder, and a computer.

Claim 5.   (Currently amended) A segment announcement receiver comprising:
       a first receiver section that receives one or more content streams on a content carrier signal;
       a second receiver section that receives a plurality of ~~one or more~~ announcements which are ~~, said one or more announcements~~ created by a plurality of announcers which are a ~~party~~ other than a broadcaster of said one or more content streams, said plurality of announcements including ~~and that each contain~~:
               a description about a corresponding content within said one or more content

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streams,

   a time at which the corresponding content is transmitted by the first receiver

section, and

   a content identifier;

  a filter record including a plurality of actions corresponding to an announcement type,

content stream type, and announcer identification, said plurality of actions including at least

one user preference for altering a presentation of said one or more content streams; and

   a controller that:

    compares an announcement type for an announcement in said plurality of

announcements with said announcement type in said filter record, compares an announcer

identification for said announcement with said announcer identification in said filter record,

and compares a content stream type for said one or more content streams with said content

stream type in said filter record; and

    if said announcement type for said announcement matches said announcement

type in said filter record, said announcer identification for said announcement matches said

announcer identification in said filter record, and said content stream type for said one or

more content streams matches said content stream type in said filter record, selects a

corresponding action from said plurality of actions to alter said presentation in accordance

with said at least one user preference. ~~compares said one or more announcements to a filter~~

~~record and that alters a presentation of said content stream in accordance with at least one~~

~~user preference for altering said presentation when the comparison of said one or more~~

~~announcements indicates a correspondence between said one or more announcements and~~

~~said at least one user preference for altering said presentation in said filter record, wherein~~

~~said one or more announcements are not received via said broadcaster,~~

   wherein said plurality of actions ~~altering the presentation~~ comprises at least one of

switching a sound device of a presentation device to an ON state, switching the sound device

of said presentation device to an OFF state, switching a display apparatus of said presentation

device to an ON state, switching a display apparatus of said presentation device to an OFF

state, changing the channel on said presentation device, starting a recording operation, and

stopping a recording operation~~, and~~

   ~~wherein at least one of said announcements further comprises one of authentication~~

~~and encryption data for verifying the source of said at least one announcement.~~

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Claim 6. (Currently amended) A segment announcement system comprising:

an analyzer that analyses a content of one or more content streams;

an announcement generator that creates a plurality of announcements ~~an announcement~~ containing a description about said content of one or more of the content streams;

a transmitter section that sends said plurality of announcement to one or more receivers, said plurality of announcements ~~announcement~~ being provided by a plurality of announcers which are ~~party~~ other than a broadcaster of said one or more content streams,

wherein each of said receivers comprises:

a filter record including a plurality of actions corresponding to an announcement type, content stream type, and announcer identification, said plurality of actions including at least one user preference for altering a presentation of said one or more content streams; and

a controller that:

compares an announcement type for an announcement in said plurality of announcements with said announcement type in said filter record, compares an announcer identification for said announcement with said announcer identification in said filter record, and compares a content stream type for said one or more content streams with said content stream type in said filter record; and

if said announcement type for said announcement matches said announcement type in said filter record, said announcer identification for said announcement matches said announcer identification in said filter record, and said content stream type for said one or more content streams matches said content stream type in said filter record, selects a corresponding action from said plurality of actions to alter said presentation in accordance with said at least one user preference.

~~a controller that compares said one or more announcements to a filter record and that alters a presentation of said one or more content streams in accordance with at least one user preference for altering said presentation when the comparison of said one or more announcements indicates a correspondence between said one or more announcements and said at least one user preference for altering said presentation in said filter record, wherein said one or more announcements are not transmitted to said one or more receivers via said~~

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~~broadcaster;~~

wherein <u>said plurality of actions</u> ~~altering the presentation~~ comprises <u>at least</u> one of switching a sound device of a presentation device to an ON state, switching the sound device of said presentation device to an OFF state, switching a display apparatus of said presentation device to an ON state, switching a display apparatus of said presentation device to an OFF state, changing the channel on said presentation device, starting a recording operation, and stopping a recording operation, ~~and~~

~~wherein at least one of said announcements further comprises one of authentication and encryption data for verifying the source of said at least one announcement.~~

Claim 7. (Currently amended) A segment announcement system, as in claim 6, <u>wherein</u> ~~where~~ the analyzer comprises any one or more of the following: a person, a group of people, and an electronic signal processor.

Claim 8. (Currently amended) A segment announcement system, as in claim 7, <u>wherein</u> ~~where~~ the electronic signal processor includes any or more of the following: a brightness detection device, and video image process that queries by image content.

Claim 9. (Currently amended) A segment announcement system, as in claim 6, <u>wherein</u> ~~where~~ the announcement further comprises a time associated with the content.

Claim 10. (Currently amended) A segment announcement system, as in claim 9, <u>wherein</u> ~~where~~ the announcement further comprises a content identifier.

Claim 11. (Currently amended) A closed circuit transmission system comprising:
a segment announcer comprising:
an analyzer that analyses a content of one or more content streams, wherein said analyzer comprises a party other than a broadcaster of said content;
an announcement generator that creates <u>a plurality of announcements</u> ~~an announcement~~ containing a description about said content and a time associated with said content; and
a transmitter section that sends the <u>plurality of announcements</u> ~~announcement;~~

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and

   a segment announcement receiver comprising:

     a receiver section for receiving said <u>plurality of announcements</u> ~~announcement~~ and said <u>one or more</u> content <u>streams</u> ~~stream; and~~

     <u>a filter record including a plurality of actions corresponding to an announcement type, content stream type, and announcer identification, said plurality of actions including at least one user preference for altering a presentation of said one or more content streams;</u> and

     a controller that<u>:</u>

      <u>compares an announcement type for an announcement in said plurality of announcements with said announcement type in said filter record, compares an announcer identification for said announcement with said announcer identification in said filter record, and compares a content stream type for said one or more content streams with said content stream type in said filter record; and</u>

      <u>if said announcement type for said announcement matches said announcement type in said filter record, said announcer identification for said announcement matches said announcer identification in said filter record, and said content stream type for said one or more content streams matches said content stream type in said filter record, selects a corresponding action from said plurality of actions to alter said presentation in accordance with said at least one user preference,</u>

     ~~a controller that compares said announcement to a filter record and that alters a presentation of said content stream in accordance with at least one user preference for altering said presentation when the comparison of said announcement indicates a correspondence between said announcement and said at least one user preference for altering said presentation in said filter record,~~

    wherein said announcement is not sent to said receiver via said broadcaster, and

    wherein <u>said plurality of actions</u> ~~altering the presentation~~ comprises <u>at least</u> one of switching a sound device of a presentation device to an ON state, switching the sound device of said presentation device to an OFF state, switching a display apparatus of said presentation device to an ON state, switching a display apparatus of said presentation device to an OFF state, changing the channel on said presentation device, starting a recording operation, and stopping a recording operation~~, and~~

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~~wherein said announcement further comprises one of authentication and encryption~~
~~data for verifying the source of said announcement.~~

Claim 12.   (Currently amended) A process comprising:

provlding a plurality of announcements ~~an announcement~~ by a plurality of announcers
which are ~~a party~~ other than a broadcaster of a content stream;

receiving said content stream, said plurality of announcements ~~announcement~~ having
a description about a content of said content stream;

referring to a filter record including a plurality of actions corresponding to an
announcement type, content stream type, and announcer identification, said plurality of
actions including at least one user preference for altering a presentation of said one or more
content streams;

comparing an announcement type for an announcement in said plurality of
announcements with said announcement type in said filter record, comparing an announcer
identification for said announcement with said announcer identification in said filter record,
and comparing a content stream type for said one or more content streams with said content
stream type in said filter record; and

if said announcement type for said announcement matches said announcement type in
said filter record, said announcer identification for said announcement matches said
announcer identification in said filter record, and said content stream type for said one or
more content streams matches said content stream type in said filter record, selects a
corresponding action from said plurality of actions to alter said presentation in accordance
with said at least one user preference,

~~matching said description to said content; and~~

~~presenting said content in accordance with at least one user preference in a filter~~
~~record when a comparison with said filter record indicates a correspondence between said~~
~~filter record and said description in said announcement,~~

wherein said announcement is not provided via said broadcaster,

wherein said plurality of actions ~~presenting said content~~ comprises at least one of
switching a sound device of a presentation device to an ON state, switching the sound device
of the presentation device to an OFF state, turning a display apparatus of the presentation
device to an ON state, turning the display apparatus of the presentation device to an ON state,

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changing the channel on the presentation device, starting a recording operation, and stopping a recording operation, ~~and~~

~~wherein said announcement further comprises one of authentication and encryption data for verifying the source of said announcement.~~

Claim 13.   (Currently amended) A segment announcement receiver comprising:

means for providing <u>a plurality of announcements from a plurality of announcers</u> which are ~~an announcement by a party~~ other than a broadcaster of a content stream;

means for receiving said content stream, said <u>plurality of announcements</u> ~~announcement~~ having a description about a content of said content stream;

<u>means for referring to a filter record including a plurality of actions corresponding to an announcement type, content stream type, and announcer identification, said plurality of actions including at least one user preference for altering a presentation of said one or more content streams;</u>

<u>means for comparing an announcement type for an announcement in said plurality of announcements with said announcement type in said filter record, comparing an announcer identification for said announcement with said announcer identification in said filter record, and comparing a content stream type for said one or more content streams with said content stream type in said filter record; and</u>

<u>means for selecting a corresponding action from said plurality of actions to alter said presentation in accordance with said at least one user preference, if said announcement type for said announcement matches said announcement type in said filter record, said announcer identification for said announcement matches said announcer identification in said filter record, and said content stream type for said one or more content streams matches said content stream type in said filter record,</u>

~~means for matching said description to said content; and~~

~~means for presenting said content in accordance with at least one user preference in a filter record when a comparison with said filter record indicates a correspondence between said filter record and said description in said announcement;~~

wherein said announcement is not provided via said broadcaster, <u>and</u>

wherein said <u>plurality of actions</u> ~~means for presenting said content~~ comprises <u>at least</u> one of ~~means for~~ switching a sound device of a presentation device to an ON state, ~~means for~~

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switching the sound device of the presentation device to an OFF state, ~~means for~~ switching a display device of the presentation device to an ON state, ~~means for~~ switching the display device of the presentation device to an ON state, ~~means for~~ changing the channel on a presentation device, ~~means for~~ starting a recording operation, and ~~means for~~ stopping a recording operation~~, and~~

~~wherein said announcement further comprises one of authentication and encryption data for verifying the source of said announcement.~~

Claim 14. (Previously presented) The receiver of claim 1, further comprising a presenting section for presenting said content stream, wherein said controller controls said presenting section to alter said presentation.

Claim 15. . (Previously presented) The receiver of claim 5, further comprising a presenting section for presenting said content stream, wherein said controller controls said presenting section to alter said presentation.

Claim 16. (Previously presented) The receiver of claim 6, further comprising a presenting section for presenting said content stream, wherein said controller controls said presenting section to alter said presentation.

Claim 17. (Previously presented) The receiver of claim 11, further comprising a presenting section for presenting said content stream, wherein said controller controls said presenting section to alter said presentation.

Claim 18. (Currently amended) The receiver of claim 1, wherein said receiver section receives said <u>plurality of</u> ~~one or more~~ announcements via a first communication connection and wherein said one or more content streams are provided on a second communication connection that is separate from said first communication connection.

Claim 19. (Currently amended) The receiver of claim 5, wherein said first receiver section receives said one or more content streams via a first communication connection and wherein said second receiver section receives said <u>plurality of</u> ~~one or more~~ announcements on

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a second communication connection that is separate from said first communication connection.

Claim 20.   (Previously presented) The system of claim 6, wherein said analyzer analyzes said content on said one or more content streams on a first communication connection and wherein said transmitter section sends said announcement to said one or more receivers using a second communication connection that is separate from said first communication connection.

Claim 21.   (Previously presented) The system of claim 11, wherein said analyzer analyzes said content on said one or more content streams on a first communication connection and wherein said transmitter section sends said announcement to said one or more receivers using a second communication connection that is separate from said first communication connection.

Claim 22.   (Previously presented) The process of claim 12, wherein said providing comprises providing said announcement to a first communication connection and wherein said content stream is provided on a second communication connection that is separate from the first communication connection.

Claim 23.   (Previously presented) The process of claim 13, wherein said means for providing comprises means for providing said announcement to a first communication connection and wherein said content stream is provided on a second communication connection that is separate from the first communication connection.

Claim 24.   (Currently amended) The receiver of claim 1, wherein said receiver section receives said plurality of one or more announcements via the Internet and wherein said one or more content streams are provided on a communication connection that is separate from said Internet.

Claim 25.   (Currently amended) The receiver of claim 1, wherein said receiver section receives said plurality of one or more announcements via a telephone network and wherein

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said one or more content streams are provided on a communication connection that is separate from said telephone network.

Claim 26.   (Currently amended) The receiver of claim 1, wherein said one or more content streams are provided on one of a cable television network, a television airwave broadcast and a satellite network and wherein said receiver section receives said plurality of one or more announcements via a connection that is completely independent of said one of a cable television network, a television airwave broadcast and a satellite network.

Claim 27.   (Currently amended) The receiver of claim 1, wherein said receiver section receives said plurality of one or more announcements via a radio broadcast and wherein said one or more content streams are provided on a communication connection that is separate from said radio broadcast.

Claim 28.   (Currently amended) The receiver of claim 1, wherein said receiver section receives said plurality of one or more announcements via a satellite broadcast and wherein said one or more content streams are provided on a communication connection that is separate from said satellite broadcast.

Claim 29.   (Currently amended) The receiver of claim 1, wherein said receiver section receives said plurality of one or more announcements via a data network and wherein said one or more content streams are provided on a communication connection that is separate from said data network.

Claim 30.   (Currently amended) The receiver of claim 1, wherein said receiver section receives said plurality of one or more announcements via physical transport of a storage media and wherein said one or more content streams are provided on a communication connection that is separate from said physical transport of said storage media.

Claims 31-36. (Canceled).